ORDER

Orders

Order / Rev: 105330 Alt Order #: 06839856

Product Desc: DCCC

Estimate: 1576

Flight Dates: 09/25/12 - 10/01/12

Original Date / Rev: 08/08/12 / 10/04/12

Order Type: GENERAL

Primary AE:

Sales Office:

Sales Region:

KSWA EEFA

> Amy McCreary BLPHI

National

Name:

Great American Media

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

00:05:00

Broadcast

15%

Cash

Advertiser

Name:

Democratic Congressional Campaign

Demographic:

A35+

PLI2

Product Codes: Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	66	\$43,925.00	\$37,336.25
10/01/12	10/01/12	12	\$13,875.00	\$11,793.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	66	\$43,925.00	\$37,336.25	0.00
October 2012	12	\$13,875.00	\$11,793.75	0.00
Totals	78	\$57,800,00	\$49,130.00	0.00

Account Executives

Start Date

End Date

Weekdays

Spots/Week

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$57,800.00
Market	100%	\$192,666,67

Competitive Share	Share	Total
CABLE	0%	\$0,00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$52,020.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$32,753.33
KTUD	1%	\$1,926.67
KVVU	17%	\$32,753.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$15,413.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type Sp	ots	Amount
E 1	KSNV	09/25/12	09/28/12	M-F 5-6a WakeUp w/W	/ægM	5-6a	-TWTF	:30	4	\$325,001	0.00 NM	4	\$1,300.00
				M-F 5-6a WakeUp w/M	Vagners								
	WAKE I	JP WITH 1	THE WAG	NERS									

Rating

<u>Rate</u>

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Order / Reva

105330

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Estimate:

1576

Ln C	h Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Snots	Amount
			M-F 5-6a WakeU		5-6a	-TWTF	:30	4	\$325.001	0.00 NM	4	\$1,300.00
	AKE UP WITH		M-F 5-6a WakeU		0 00		.00	·	ψ020.001	0.00 11111	7	Ψ1,000.00
Week	Start Date c: 09/24/12	End Date 09/30/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$325.00	Rating 0.00						
			Wake Up Early w Wake Up Early V		430a-5a	MTWTS	:30	5	\$200.001	0.00 NM	5	\$1,000.00
WA	AKE UP EARI			0 (00)	. .					1		
Week	Start Date c: 09/25/12	End Date 10/01/12	<u>Weekdays</u> MTWTS	Spots/Week 5	<u>Rate</u> \$200.00	Rating 0.00						
			M-F 6-7a WakeU M-F 6-7a WakeU	p w/WaQM	6-7a	MTWTF	:30	3	\$1,000.001	0.00 NM	3	\$3,000.00
WA	AKE UP WITH	THE WAG	NERS									
)A(= =1	Start Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
-	k: 09/25/12 SNV 09/25/1	2 10/01/12	Today Show	CM	\$1,000.00 658a-9am	0.00 MTWTF	:30		\$1,500.001	0.00 NM	4	\$6,000.00
	DAY SHOW	2 10/0 // 12	Today Show	CIVI	0J0a-9aiii	N 1 10 1 1	.50	4	φ1,500.00 j	C.OO INIVI	4	φο,υυυ.υυ
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	k: 09/25/12	10/01/12	MTWTF~~	4	\$1,500.00	0.00				T-110.		
	SNV 09/30/1		News 3 Sunrise - News 3 Sunrise S		6a-7a	S	:30	1	\$325.001	0.00 NM	1	\$325.00
NE	WS 3 AT SU		Mankala	Cu ata AA/a ak	Dete	Datin					i	
Weel	<u>Start Date</u> k: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> 5	Spots/Week	<u>Rate</u> \$325,00	Rating 0.00						
			Sunday Today Sunday Today	CM	7a-8am	S	:30	1	\$750.001	0.00 NM	1	\$750.00
ТО	DAY ON SU	NDAY										
Weel	Start Date k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
E11 K	SNV 09/25/1	2 10/01/12	M-F Today Show		9-10a	MTWTF	:30	3	\$750.001	0.00 NM	3	\$2,250.00
то	DAY SHOW		M-F Today Show									
	Start Date k: 09/25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF~∽	Spots/Week 3	<u>Rate</u> \$750.00	Rating 0.00						
	SNV 09/25/1		M-F Today Show Today 4th Hour	III 4th ISM	10am-11am	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
10	DAY SHOW Start Date		Weekdays	Spots/Week	Rate	Rating						
Weel	k: 09/25/12	10/01/12	MTWTF	5	\$325.00	0.00						
		2 10/01/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF~~	:30	5	\$325.001	0.00 NM	5	\$1,625.00
RA	CHEL RAY											
Weel	<u>Start Date</u> k: 09/25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$325.00	Rating 0.00						
	SNV 09/25/1		Noon News	СМ	12-1230pm	MTWTF	:30	5	\$425.001	0.00 NM	5	\$2,125.00
NE	3MC 2 AT NO	ON	Noon News									
INE	WS 3 AT NC Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Weel	k: 09/25/12	10/01/12	MTWTF	5	\$425.00	0.00						
E15 K	SNV 09/25/	2 10/01/12	The Agenda 1230 The Agenda 123	•	1230-1p	MTWTF~⊷	:30	5	\$325.001	0.00 NM	5	\$1,625.00
NE	EWS 4: THE A		·	•								
10/-	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	k: 09/25/12 SNV 09/25/	10/01/12	MTWTF	5	\$325.00	0,00 MTWTE	.20		630E VV4	O OO NEA	,	# 075 ^ 0
	SNV 09/25/		The Doctors The Doctors	CM	2pm-3pm	MTWTF	:30	3	\$325.001	0.00 NM	3	\$975.00
TH	IE DOCTORS		Mocketore	Cnote Attent	D-1-	Daties						
Weel	Start Date k: 09/25/12	End Date 10/01/12	<u>Weekdays</u> MTwTF~~	Spots/Week 3	<u>Rate</u> \$325.00	Rating 0.00						
	SNV 09/25/			CM	3-4p	MTWTF	:30	3	\$450.001	0.00 ·NM	2	\$900.00

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KSNV

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105330

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Democratic Congressional Campaign Cc

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06839856

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DCCC

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1576

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spo	ots Rate Pri	Rtg Type S	pots	Amount
			Dr. Phil Dr Phil								
DR. PH	IIL		DI FIII								
•	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			1		
Week: 09/ Spot Ch	/25/12 Date Ra	10/01/12	MTWTF escription	3 Start	\$450.00 <u>/End Time</u>	0.00	Weekdays	Length Rate	Dia Tupo		
		2-10/01/12 D		3-4p	/EIIQ TIIIIB		MTWThF		Rtg <u>Type</u> 0.00 <i>NM</i>		
	edited			•				(**************************************	,		
[cr	edit]						•, •				
E 18 KSNV	09/25/1	2 09/28/12	NEWS 3 at 4 (1 l		4-5pm	~TWTF~	:30	4 \$600.001	0.00 NM	4	\$2,400.00
FIRST	NEWS 3	AT FOUR	4PM NEWS (1 ho	our)	(4:00 PM-4:30	U PIVI)					
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 09/		09/30/12	-TWTF	4	\$600.00	0.00					
E 19 KSNV	09/25/1	12 09/28/12	NEWS 3 at 4 (11		4-5pm	-TWTF-	- :30	4 \$700.001	0.00 NM	4	\$2,800.00
NEWS	4 AT 430)P	4PM NEWS (1 he	our)	(4:30 PM-5:0	U PIVI)					
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09/		09/30/12	TWTF	4	\$700.00	0.00					
E 20 KSNV	09/25/1	12 09/28/12	M-F Early News	CM	5-630p	-TWTF-	- :30	4 \$1,000,001	0.00 NM	4	\$4,000.00
EARLY	NEWS		M-F Early News								
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09		09/30/12	-TWTF		\$1,000.00	0.00					
E21 KSNV	09/29/	12 09/29/12	Sa-Su Early New		5pm-630pm	S	- :30	1 \$650.001	0.00 NM	1	\$650.00
KSNV I	EARLY N	IEWS	Sa-Su Early New	S							
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09		09/30/12	· · · · · · · · · · · · · · · · · · ·	1	\$650.00	0.00					
E 22 KSNV	09/25/	12 09/28/12	M-F Jeop/Wheel	CM	630-730pm	-TWTF-	- :30	2 \$1,000.001	0.00 NM	2	\$2,000.00
Wheel	of Fortun	e/Jeop	M-F Jeopardy/W	neel of Fortuni	9						
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09		09/30/12	-TWTF		\$1,000.00	0.00					
E 23 KSNV	09/25/	12 09/28/12	FacetoFace/Rals	•	730-758pm	-TWTF-	·− :30	4 \$800.001	0.00 NM	4	\$3,200.00
Face to	Face		race to race w	J.Raiston							
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 09		09/30/12	-TWTF	4	\$800.00	0.00					
E 24 KSNV	09/29/	12 09/29/12	•	CM	6:30-8pm	9	:- :30	1 \$375.001	0.00 N M	1	\$375.00
Vegas	Inc		Vegas Inc.								
_	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09		09/30/12	S-	1	\$375.00	0.00					
E 25 KSNV	10/01/	12 10/01/12	Mon PR 8-10p	CM 10pm	8-10pm	M	:30	1 \$4,000.001	0.00 NM	1	\$4,000.00
THE V	OICE		Monday Prime 8	Topin							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10		10/07/12	M		\$4,000.00	0.00					
E 26 KSNV	10/01/	12 10/01/12	Mon PR 10-11p Monday Prime 1	CM	10-11pm	M	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
REVOL	LUTION		Wollday Fillie	o-t ibili							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/07/12	M		\$3,200.00	0.00					
E 27 KSNV	09/28/	12 09/28/12	Fri PR 9-10p Friday Prime 9-1	CM Onm	9-10pm	F-	:30	1 \$2,600.001	0.00 NM	1	\$2,600.00
GRIMN	A		гимау сише 9-1	орш							
<u>St</u> a	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			1		
Week: 09	•	09/30/12	F		\$2,600.00	0.00					
E 28 KSNV	09/25/	12 09/28/12	M-F News 3 at E M-F News 3 at E		11pm-1135p	om HTWTF-	:30	2 \$1,200.001	0.00 NM	2	\$2,400.00
			ivi-i ivevvə∋at⊑	IOVOIT							

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KSNV

Totals

78

\$57,800.00

Ln Ch Start NEWS 3 NIGHT	End	Inventory Code	Break	Start/End T	īme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
NEVVS 3 NIGHT	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	-TWTF		\$1,200.00	0.00						
E 29 KSNV 09/29/	12 09/29/12	Sa-Su News 3 at	ElevenCM	11pm-1135p	oms-	:30	1	\$1,100.001	0.00 NM	1	\$1,100.00
		Sa-Su News 3 at	Eleven								
NEWS 3 NIGHT		147 (1	S (AN)	Б.	D. ()						
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00						
E 30 KSNV 09/25/			•	1135p-1237		:30	1	\$750.001	0.00 NM	4	#750.00
E 30 KSINV U9/25/	12 10/01/12	Tonight Show	V CIVI	1135p-1237	a Mimir	.30	1	\$750.001	U.UU INIVI	I	\$750.00
TONIGHT SHO	W W/ JAY LI										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 09/25/12	10/01/12	MTWTF	1	\$750.00	0.00						
E31 KSNV 10/01/	12 10/01/12	NEWS 3 at 4 (11	HOUR)CM	4-5pm	M	:30	1	\$725.001	0.00 NM	1	\$725.00
		4PM NEWS (1 ho	our)	(4:30 PM-5:0	00 PM)						
NEWS 4 AT 43											
Start Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12		7	\$725.00	0.00			\$4.000.004	0.00.1114		* + • • • • • • • • • • • • • • • • • •
E 32 KSNV 10/01/	12 10/01/12	M-F Early News M-F Early News	СМ	5-630p	M	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
EARLY NEWS		Wi-F Early News									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	M	1	\$1,200.00	0.00						
E 33 KSNV 10/01/	12 10/01/12	FacetoFace/Ralst	ton Rep@M	730-758pm	M	:30	1	\$900.001	0.00 NM	1	\$900.00
		Face to Face w/	J.Ralston								
FACE TO FACE	=										
Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/01/12	10/07/12	М	1	\$900.00	0.00						
N34 KSNV 09/25/	12 09/28/12	•	CM	630-730pm	-TWTF	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
0	E.JB	M-F Jeopardy/W			D #						
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate	Rating 0.00						
VVEEK: U9/24/12	U913U/1Z	- I VV I	4	\$1,000.00	0.00						